Labels and certifications to promote tourism sustainability

„Travel Green Mediterranean“

Herbert Hamele

ECO TRANS

European Network for Sustainable Tourism Development

Saarbrücken/ Germany

„In „In future our main concern will no longer be whether we can travel to every place on earth. Our main interest will be whether it is worthwhile arriving there.“

Hermann Löns, 1908

ECOTRANS Initiatives:

- Since 1993: European projects and initiatives
- 2004: DestiNet.eu (EEA, UNWTO, UNEP)
  2015: Tourism 2030.eu (SDG partnership)
- 2008: Global Sustainable Tourism Council
- 2017: European Tourism Labeling study (EP)
- 2016: TRIANGLE – Building a European Knowledge Alliance for Sustainable Tourism

TRIANGLE Knowledge Alliance

Funded by the Erasmus+ Programme of the European Union

Where are we all now?

We have the **Green Travel Maps** as the world's largest map of certified tourism (14,000+): providing global transparency on businesses and destinations – all linked to their "green proofs".

https://destinet.eu/market-place/green-travel-maps

Where we want to get to:
the SDGs 2030 are our common goal

SUSTAINABLE DEVELOPMENT GOALS

Global Baseline Standard

GSTC
Global Sustainable Tourism Council

- Sustainable management
- Socioeconomic impacts
- Cultural impacts
- Environmental impacts

gstcouncil.org

European Topics for Action

Tourism2030.eu

Pooling our tools

Tourism2030.eu platform & TRIANGLE Knowledge Alliance

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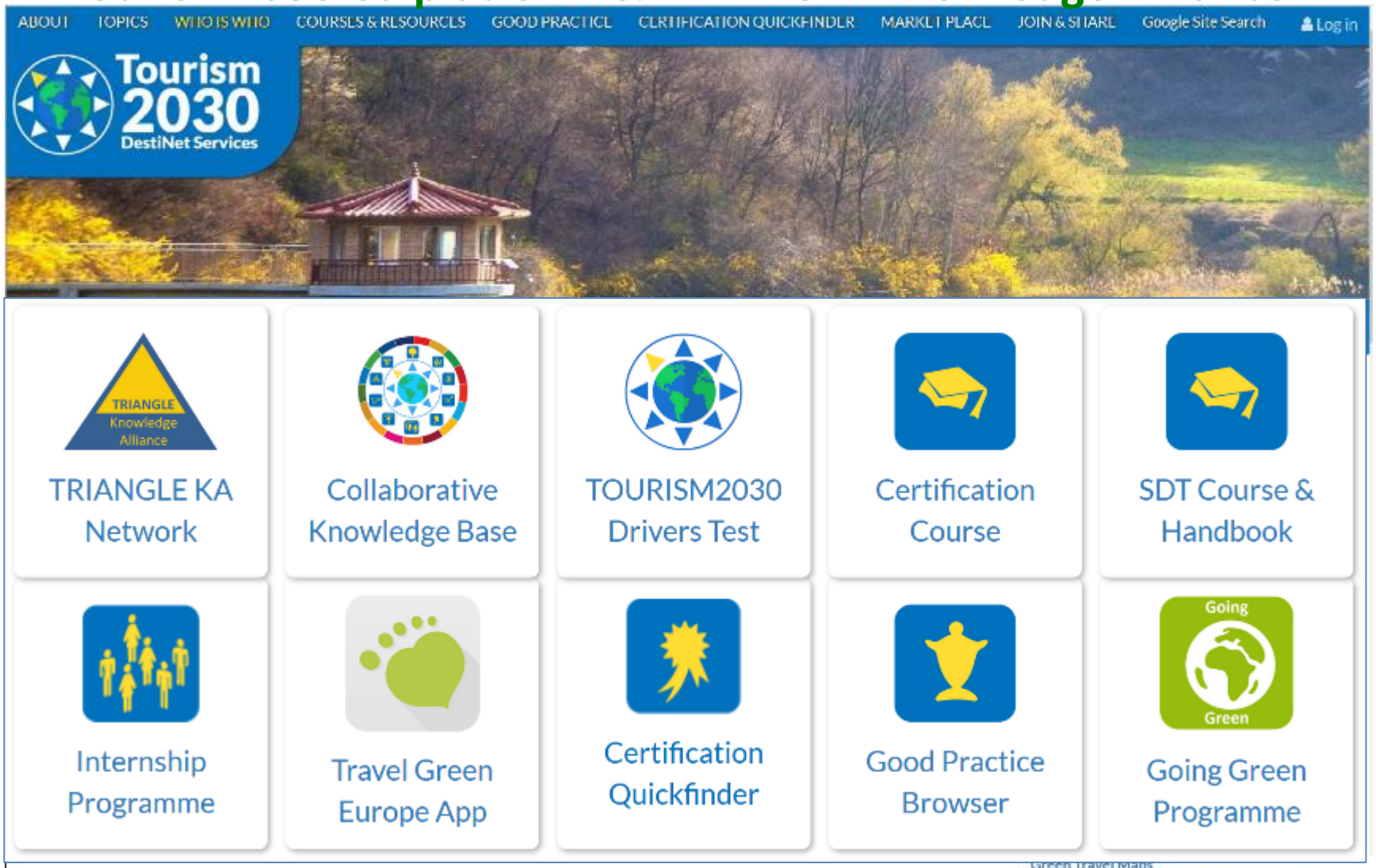
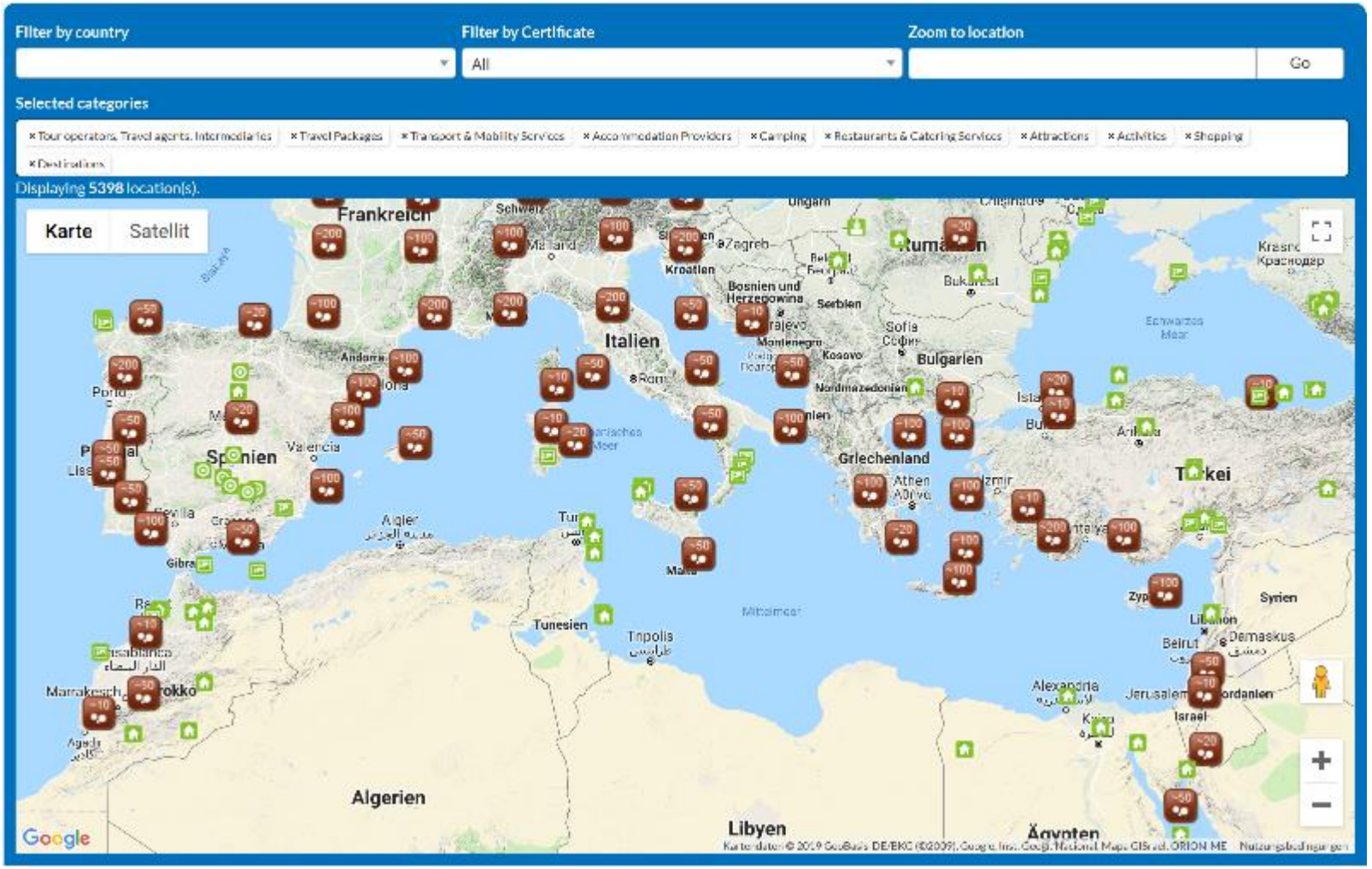


Pooling our tools

➢ GREEN TRAVEL MAPS: Free Access & Transparency on Certified Tourism in the Mediterranean



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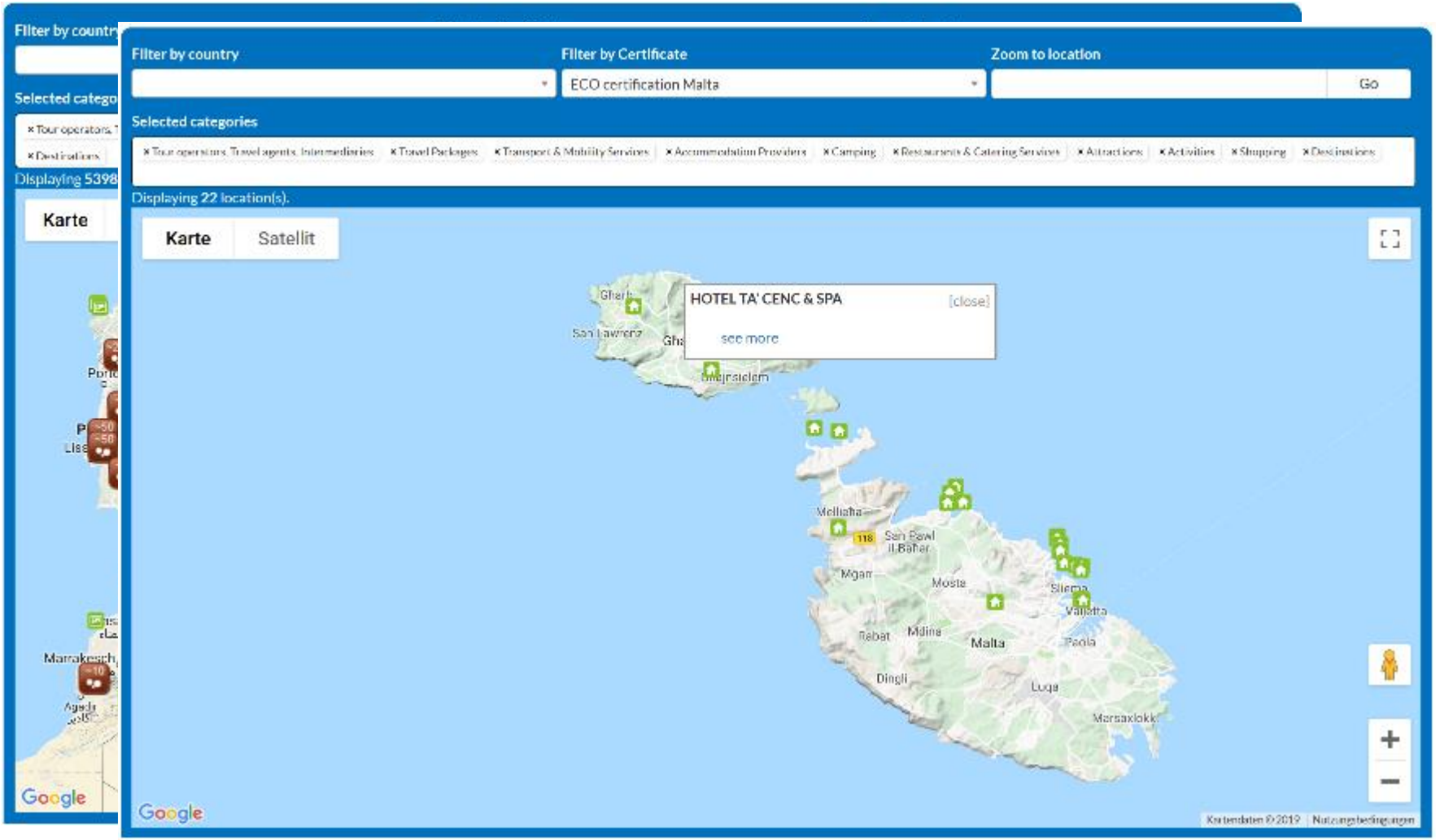

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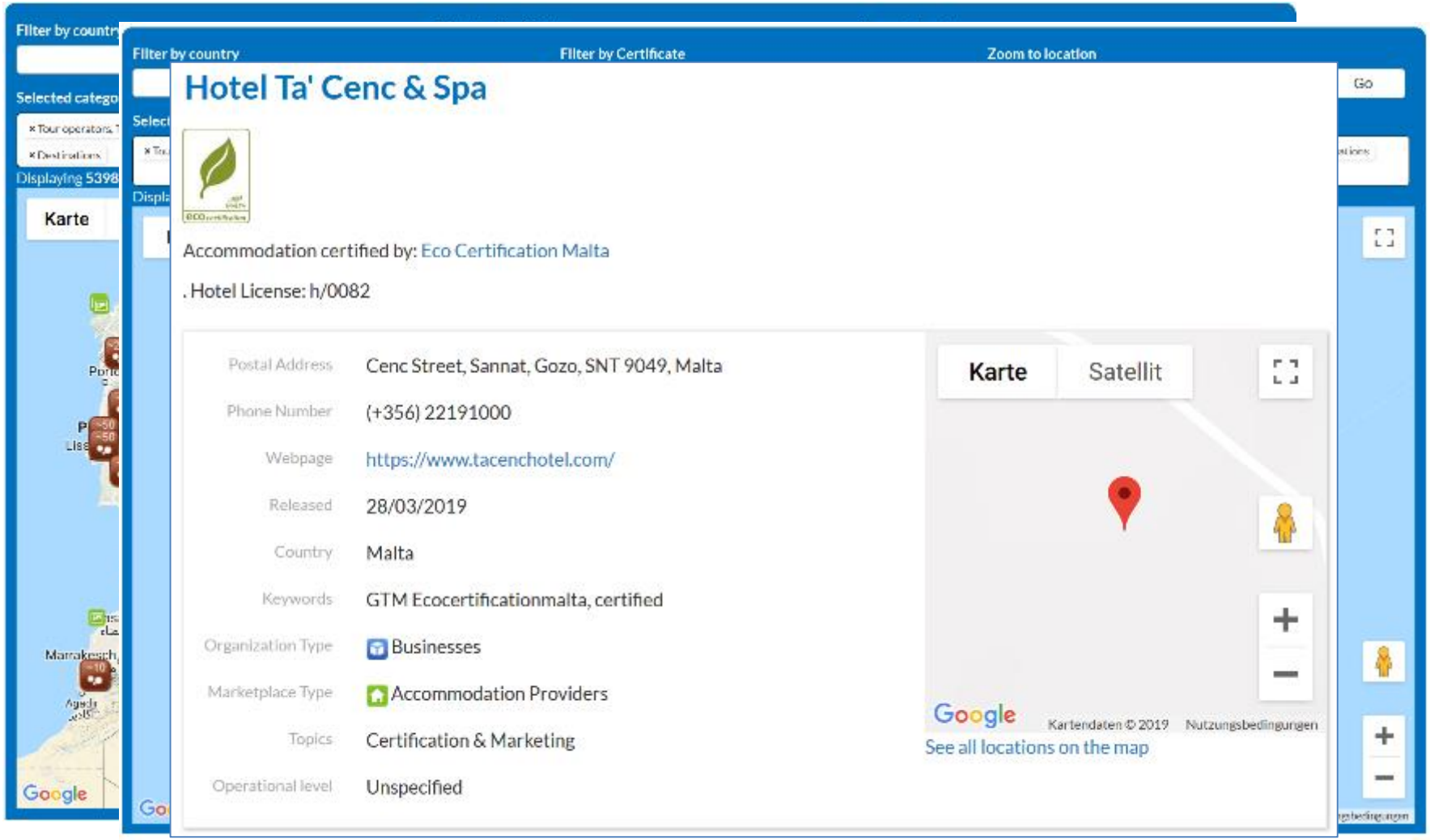

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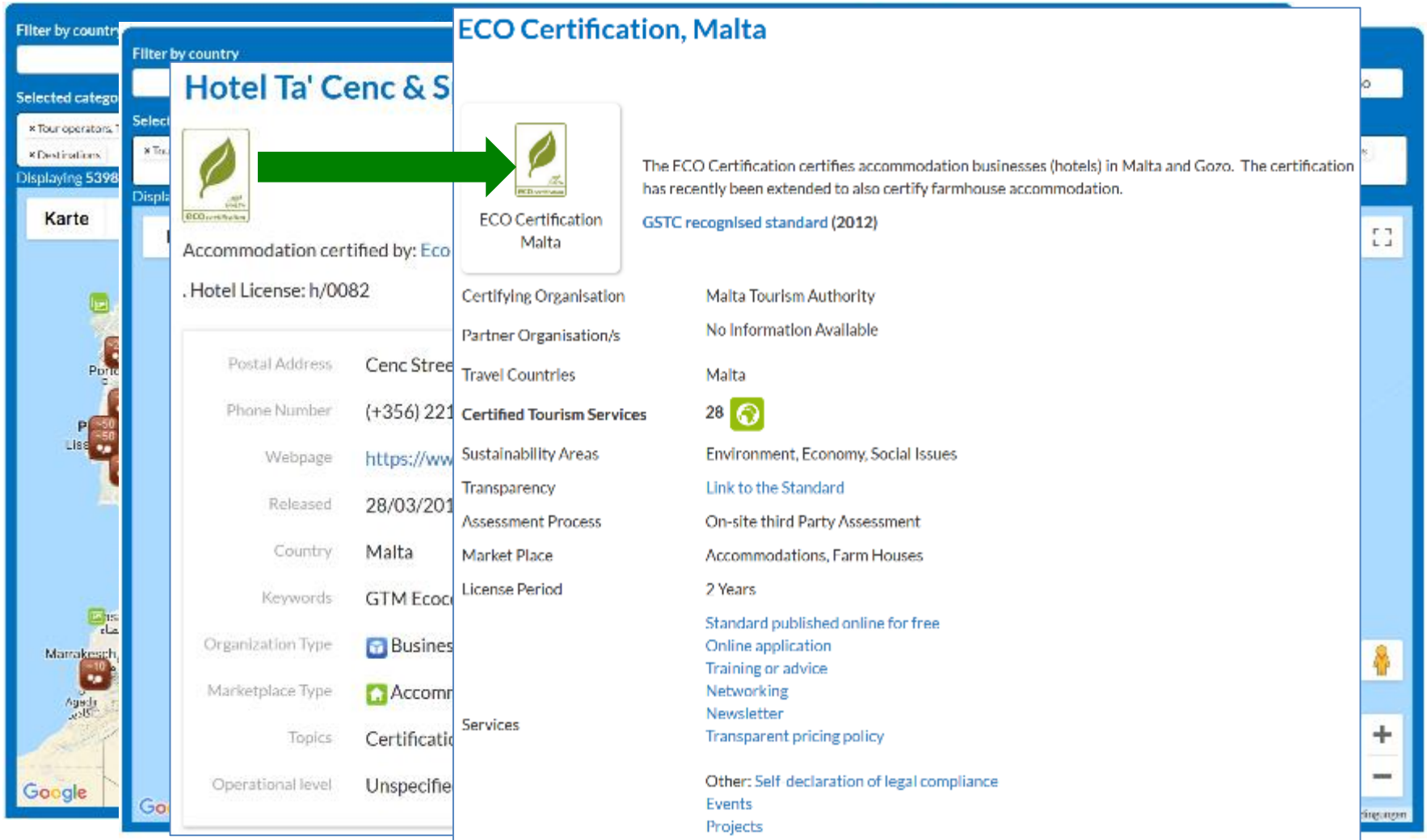

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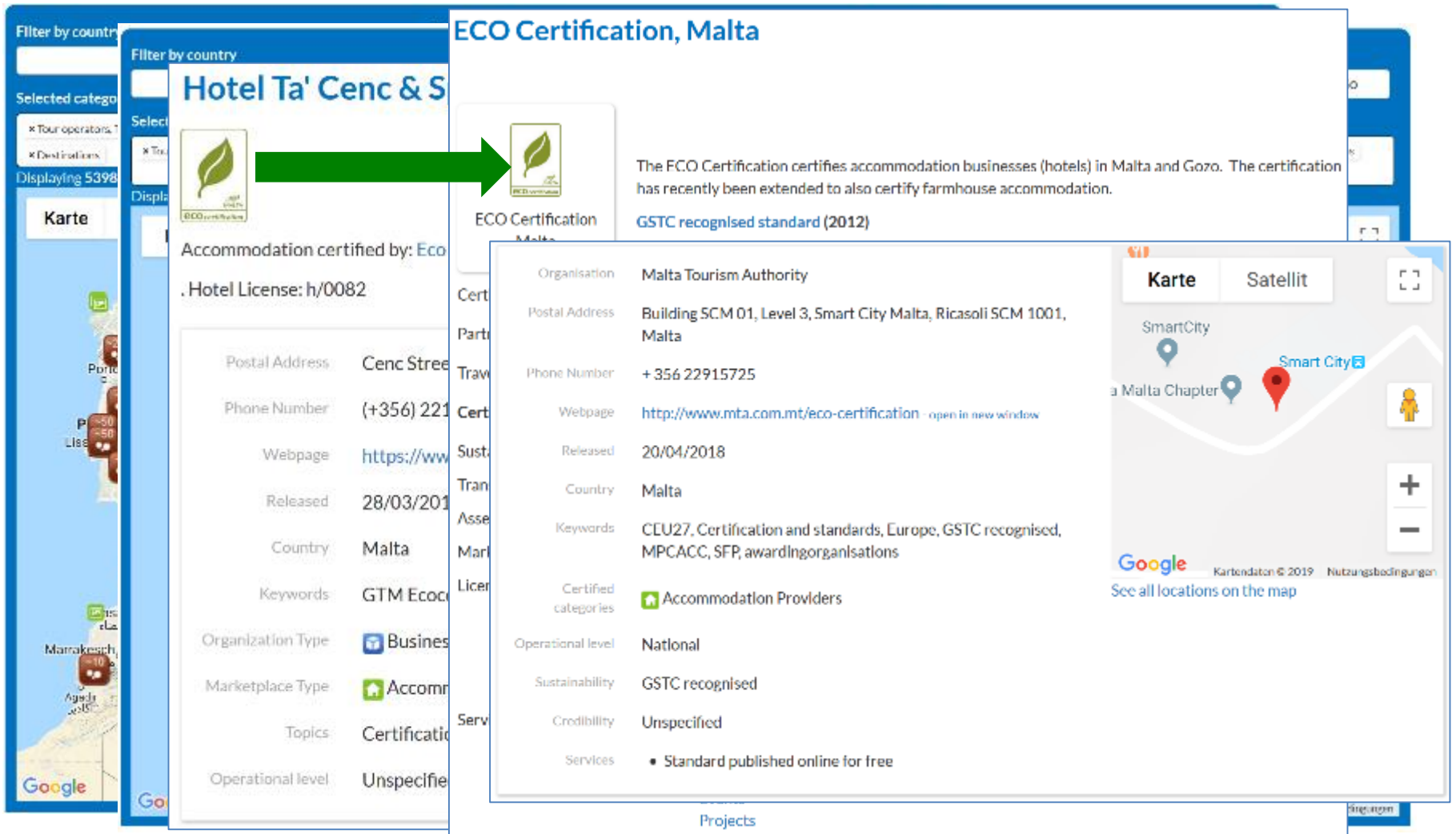

Pooling our tools

➢ 50+ Labels and Certificates for Tourism in the Mediterranean

CERTIFICATION QUICKFINDER

Which certificate for my business?

The Global Certification Quickfinder helps tourism businesses, destinations and tour operators to find those certificates which are available to them in their country and which meet their expectations on the coverage of sustainability issues, the credibility level, the visibility of their certified tourism on the global Green Travel Maps and other services for their applicants and members. Test it and

1. Select your category and country
2. Filter the available certificates
3. View the profile(s) & make your choice!

Top Transparency: Certificates with Profiles & Maps

Your most appropriate category

Your filters for sustainability, credibility and services

Transparency on each certificate

https://destinet.eu/resources/tools/certification-quickfinder

Pooling our tools

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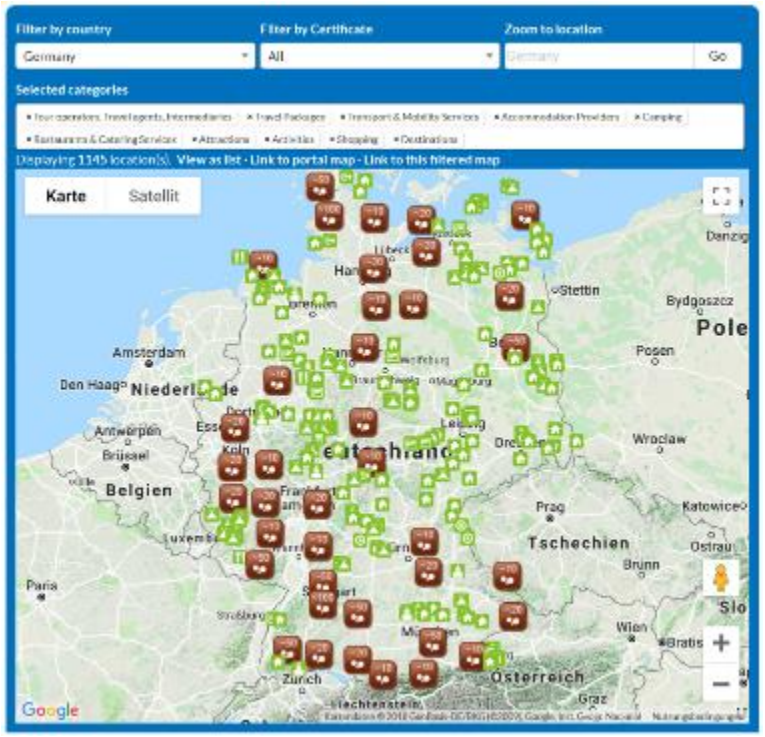
Pooling our tools

The **Going Green** toolkit for businesses and destinations:
managing, **m**easuring, **m**apping, **m**arketing, **m**onitoring

Pooling our tools

The **Green Travel Maps for** national tourism offices, booking services, tour operators and travel agencies.



Germany
The travel destination
www.germany.travel

▶ **Destination Germany - a Sustainable Experience**

Pooling our tools

The **Green Travel Maps for** national tourism offices, booking services, tour operators and travel agencies.

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bookdifferent

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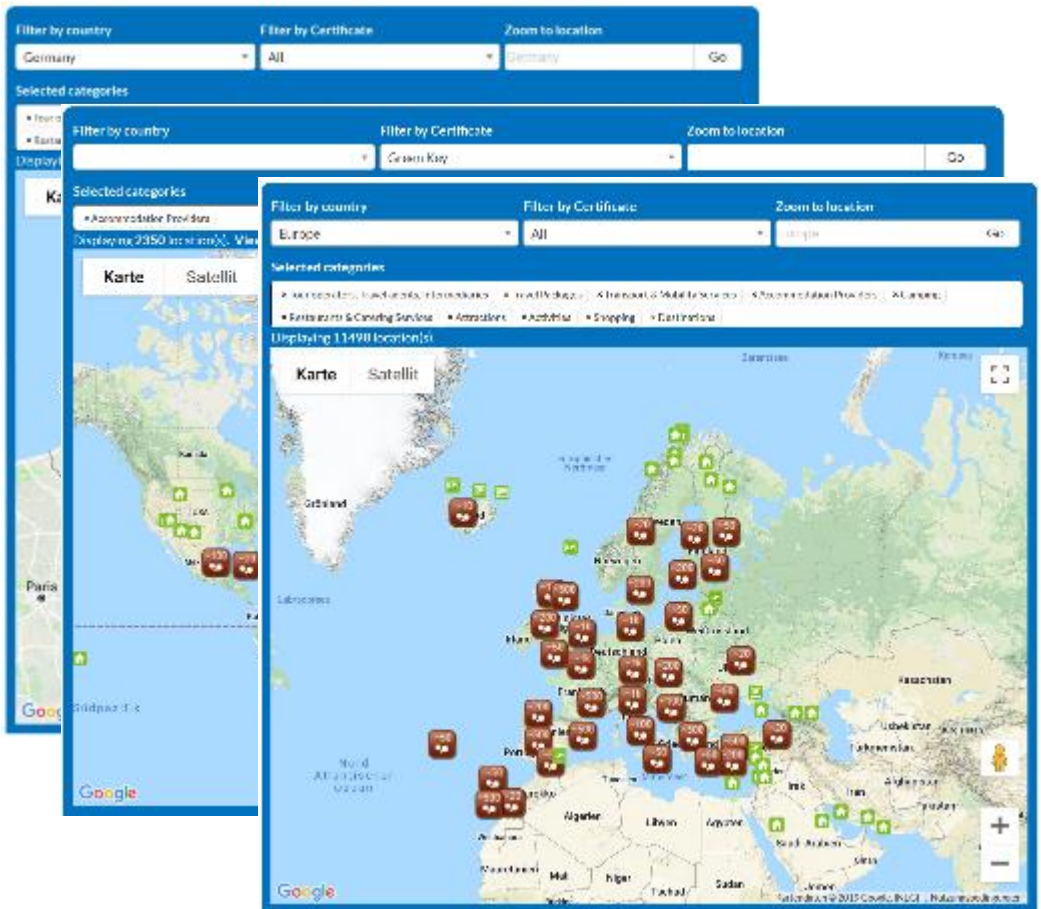

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▶ **Destination Germany - a Sustainable Experience**

bookdifferent

Travelport
Redefining travel commerce

▶ **CETS info system**

Travel Green Mediterranean: let's do it together!

- **Upgrading** the Green Travel Maps and Travel Green Europe app
- **Using** the EC Knowledge Alliance: TRIANGLE experience
- **Piloting** Going Green in a region, e.g. as Travel Green EUSAIR

TRIANGLE Knowledge Alliance

Thank you for your attention!

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Tourism2030.eu